



July 17, 2012

To Whom It May Concern:

This letter is authorization for Media Strategies & Research at 1580 Lincoln Street, Suite 510 Denver, CO 80203 and 11350 Random Hills Road, Suite 670 Fairfax, VA 22030 to purchase broadcast time on behalf of Vote No on 6 Committee. The treasurer is Barbara Zdravecky.

Any questions concerning this authorization should be directed to Judith Selzer at the Vote No on 6 Committee at 561-472-9940.

Sincerely,



Barbara Zdravecky
Treasurer



WFTS

ORDER

Flight Dates 10/24/12-10/28/12

Contract / Revision 312704 / **Tampa-St Petersburg**

Original Date / Revision
09/26/12 09/26/12

Advertiser FL Vote No on 6 Committee

Agency Media Strategies & Research

Buying Contact

11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Product

Agency Com 15%

Billing Contact

11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Sales Office WFTSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate # 12168

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
WFTS House

Account Executive	Order%	Start Date	End Date
WFTS House	100%		

Order Share 20% Market Value 369500

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	80%	295600
WBHS	%	0
WBSV	%	0
WCLF	%	0
WEDU	%	0
WFLA	%	0
WMOR	%	0
WTOG	%	0
WTSP	%	0
WTTA	%	0
WTVT	%	0
WUSF	%	0
WVEA	%	0
WWSB	%	0
WXPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	39	\$62,815.00	\$73,900.00	0.00
Totals	39	\$62,815.00	\$73,900.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	39	\$62,815.00	\$73,900.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WFTS	10/24/12	10/26/12	M-F 530-6a ABC Action News	CM	528-6a	--111--	:30	3	\$450.00	P-3	0.00 NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--111--		3			\$450.00		0.00			
N 2	WFTS	10/24/12	10/26/12	M-F 6-7a ABC Action News	CM	558-7a	--111--	:30	3	\$1,000.00	P-2	0.00 NM	3	\$3,000.00



WFTS

Print Date: 09/26/12

Page 2 of 3

Contract / Revision 312704 Flight Dates 10/24/12-10/28/12

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:20:00

Advertiser FL Vote No on 6 Committee Product Tampa-St Petersburg

Estimate # 12168

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WFTS	10/24/12	10/26/12	M-F 6-7a ABC Action News	CM	558-7a	--111--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--111--					3	\$1,000.00		0.00			
N 3	WFTS	10/24/12	10/26/12	M-F 7-9a GMA GMA	CM	658-9a	--111--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--111--					3	\$1,200.00		0.00			
N 4	WFTS	10/27/12	10/27/12	SA 8-9a SA gma	CM	758-9a	-----1-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$600.00		0.00			
N 5	WFTS	10/28/12	10/28/12	SU 7-8a SU gma	CM	658-8a	-----1	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$600.00		0.00			
N 6	WFTS	10/24/12	10/24/12	M-F 10-11a 10-11a Right This Minute	CM	10-11a	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$500.00		0.00			
N 7	WFTS	10/24/12	10/26/12	M-F 11a-12p M-F view	CM	1058a-12p	--111--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--111--					3	\$1,000.00		0.00			
N 8	WFTS	10/26/12	10/26/12	M-F 12-1p ABC Action News	CM	1158a-1p	----1--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--					1	\$450.00		0.00			
N 9	WFTS	10/26/12	10/26/12	M-F 3-4P Katie M-F 3-4P Katie	CM	3-4p	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--					1	\$700.00		0.00			
N 10	WFTS	10/24/12	10/26/12	M-F 4-5p ellen	CM	358-5p	--111--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--111--					3	\$1,000.00		0.00			
N 11	WFTS	10/25/12	10/25/12	M-F 5-530p ABC Action News	CM	458-530p	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$1,500.00		0.00			
N 12	WFTS	10/24/12	10/26/12	M-F 530-6p ABC Action News	CM	530-6p	--111--	:30	3	\$1,500.00	P-3	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--111--					3	\$1,500.00		0.00			
N 13	WFTS	10/24/12	10/25/12	M-F 6-630p ABC Action News	CM	558-630p	--11---	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--11---					2	\$1,800.00		0.00			
N 14	WFTS	10/24/12	10/26/12	M-F 7-730p 7-730p The List	CM	658-730p	--111--	:30	3	\$1,500.00	P-3	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--111--					3	\$1,500.00		0.00			



WFTS

Print Date: 09/26/12

Page 3 of 3

Contract / Revision **312704** Flight Dates **10/24/12-10/28/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:20:00

Advertiser **FL Vote No on 6 Committee** Product **Tampa-St Petersburg**

Estimate # **12168**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WFTS	10/24/12	10/26/12	M-F 7-730p 7-730p The List	CM	658-730p	--111--	:30	3	\$1,500.00	P-3	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$1,500.00		0.00			
N 15	WFTS	10/24/12	10/26/12	M-F 730-8p 730-8p Let's Ask America	CM	728-758p	--111--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$2,000.00		0.00			
N 16	WFTS	10/24/12	10/24/12	Wednesday Prime C nashville	CM	10-11p	--1----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$8,000.00		0.00			
N 17	WFTS	10/25/12	10/25/12	Thursday Prime B Greys	CM	9-10p	---1---	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---					1	\$10,000.00		0.00			
N 18	WFTS	10/28/12	10/28/12	Sunday Prime C Revenge	CM	9-10p	-----1	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$10,000.00		0.00			
N 19	WFTS	10/24/12	10/26/12	M-F 11-1135p ABC Action News	CM	11-1135p	--111--	:30	3	\$2,500.00	P-3	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--					3	\$2,500.00		0.00			
N 20	WFTS	10/26/12	10/26/12	M-F 1135p-1202a Nightline M-F nightline	CM	1135p-1202a	----1--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--					1	\$1,500.00		0.00			
Totals														39	\$73,900.00